



**HOW TO LAUNCH A NEW CASE TYPE:**  
**The Ultimate Marketing  
Checklist for Law Firms**



A lot goes into launching a new mass tort or a completely new practice area at your law firm. Just like you need to ensure you have enough support staff and call center agents to support the new case type, you also need to create a proactive marketing strategy.

Below, we've outlined key steps to take before, during, and after launching a new case type. From digital media to traditional media and more, this detailed marketing playbook will ensure you don't miss out on any important leads.

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## BEFORE LAUNCH:

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- **OUTLINE CASE CRITERIA:**

Understand the specific injuries you're looking for, which product brands you're going after, and any relevant time frames that could disqualify a potential client.
- **UNDERSTAND YOUR TARGET AUDIENCE:**

Spend time researching who is most likely to qualify for the lawsuit. Take note of the locations, occupations, ages, genders, and any relevant behavioral information that you will target.
- **EDUCATE YOUR MARKETING TEAM:**

Ensure everyone on your team, from social media managers to writers, understand the new practice area and how best to capture qualified leads.
- **WRITE CALL CENTER / LIVE CHAT SCRIPTS:**

Anyone who answers calls in your call center or live chat messages on your website should know the ins and outs of your new case type. The last thing you want is for a qualified lead to be turned down unnecessarily. Give employees a detailed script that includes important questions to ask, red flags that may indicate a turndown, and more.
- **PREPARE ASSETS FOR TRADITIONAL MEDIA:**

If you are doing a large marketing campaign, then TV advertisements, billboards, radio ads, and perhaps even an infomercial may help to increase your case inventory. Since these take longer to produce and distribute than digital media, make sure you finalize your scripts, design your creative, and film or record well before you plan to go live on these channels.
- **CREATE CONTACT FORM:**

Build a web form specific to the case type that includes key qualification criteria. Decide where this form will live and which attorneys and staff members will receive submissions.



## DURING THE CAMPAIGN:

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### ○ PUBLISH PRACTICE AREA PAGE:

This is the main web page where you'll direct traffic to. Here, potential leads should be able to learn more about the case type as well as fill out a case-specific contact form. Make it easy for someone who does not have a legal background to understand:

- 1) Why this lawsuit exists: What's the problem you're seeking to rectify
- 2) Who qualifies to file a lawsuit: Here's where you clearly outline eligibility requirements
- 3) Why someone should file a lawsuit: Explain the potential compensation a plaintiff may receive
- 4) Why your law firm is the best law firm to represent them: Highlight relevant results and any other key differentiators that set you apart from the competition

This page should serve as your main hub for all content related to the new case type. Relevant blog posts, archives, videos, and more should all link back to this page. Not only does this help readers navigate your content more easily, but it also helps improve SEO optimization.

### ○ LAUNCH PPC ADS:

Often with mass torts, numerous law firms are trying to sign a limited number of possible cases. Google, Facebook, Instagram, and YouTube ads will help you stand out amid the noise. Have a dedicated person on your team monitor these ads to adjust spend and your target audience in real time.

### ○ LET YOUR EXISTING AUDIENCE KNOW ABOUT THE NEW LAWSUIT:

Share information about the new case type in organic posts on social media and your law firm's newsletters. Consider sending out a dedicated case alert email to inform your audience of the new case type.

### ○ REACH OUT TO YOUR REFERRAL NETWORK:

Send an email to your referral partners letting them know you've launched a new case type and invite them to send leads your way. In our experience, a single email is good, but a drip campaign is better! There are some great tools for setting up these drips, including:

- Outreach
- Prospect.io
- Hubspot
- MailChimp
- Constant Contact
- Campaign Monitor

### ○ GET BOOTS ON THE GROUND:

If you are targeting a case type that has a very specific audience, such as insurance disputes in an area devastated by a hurricane or an environmental toxic tort, consider hosting an informational town hall to help answer the community's questions about their legal rights and how they can get help.



## POST-LAUNCH:

- **OPTIMIZE OPERATIONAL PROCESSES:**  
Look for opportunities to increase conversions of qualified leads. You should make it as easy as possible for a potential client to sign and submit a retainer agreement. If you haven't already invested in an e-sign solution, such as DocuSign, now is the time to do so.
- **REVIEW CALL CENTER METRICS:**  
Monitor hold times and abandonment rates to ensure you are properly staffed. You should also listen to call recordings to make sure agents are asking the right questions and offering the best customer service possible.
- **TRACK KEY PERFORMANCE INDICATORS:**  
Create executive reports that include metrics showing the performance of every aspect of your campaign. This includes the following:
  - **TURN-DOWN PERCENTAGE:**  
If your turn-down percentage is high, it may indicate a problem with your marketing strategy. For example, if you are receiving a lot of calls from people who took a particular drug but do not have the specific health condition you're looking for, you should review all of your marketing copy to ensure lawsuit eligibility is clear.
  - **MARKETING PERFORMANCE (INCLUDING COST PER ACQUISITION AND COST PER IMPRESSION):**  
You may find that the channels that worked well for other practice areas are not as successful for your new case type. Monitor where most of your qualified leads are coming from and adjust your marketing spend accordingly.
- **SPREAD THE NEWS THAT YOU HAVE FILED YOUR FIRST COMPLAINT:**  
For new mass torts, the first law firms to sign clients have a clear advantage when it comes to signing more cases and securing future leadership positions. Distribute a press release and pitch the news to media outlets to ensure it doesn't slip under the radar.
- **UPDATE YOUR AUDIENCE ON LITIGATION:**  
Share new litigation updates on class consolidation, MDL leadership, new settlements, and more on your blog and social media. This helps keep existing clients in the loop and demonstrates your expertise to potential clients.

## Need Help Making These Tasks a Reality?

Launching a new practice area or mass tort is no small feat. Trust us—we should know. MeanPug has helped the largest law firms in the country launch nationwide marketing campaigns for new mass torts within a 24-hour time frame. We've handled every aspect of a campaign's lifecycle, from drafting call center scripts all the way through to drafting a press release announcing the filing of a new complaint. To learn more about the dos and don'ts of launching a new mass tort or practice area, send us a message.